

## Claims

1. A paper quality improver for internal addition, which comprises a polymer emulsion comprising a natural cationic polymer (A) and polymer particles (B) comprising at least vinyl monomer-derived structural units.

2. The paper quality improver for internal addition according to claim 1, wherein the natural cationic polymer (A) is at least one selected from cationic starch and cationic cellulose.

3. The paper quality improver for internal addition according to claim 1, wherein the glass transition temperature (TG) of the polymer particle (B) comprising vinyl monomer-derived structural units is 90°C or less.

4. The paper quality improver for internal addition according to claim 1 or 3, wherein the vinyl monomer is a vinyl fatty ester.

5. The paper improver for internal addition according to claim 1 or 2, wherein the nitrogen content of the natural cationic polymer (A) is 0.05 to 1 wt %.

6. The paper quality improver for internal addition according to claim 1, wherein the proportion of the natural cationic polymer (A) is 5 to 500 parts by weight relative to 100 parts by weight of the polymer particles (B).

7. A pulp sheet comprising the paper quality improver for internal addition according to claim 1 on the surface and/or in the inside of the pulp sheet.

8. The pulp sheet according to claim 7, which is obtained

by adding the paper quality improver for internal addition in an amount of 0.05 to 20 parts by weight in terms of solid content to 100 parts by weight of a pulp sheet.

9. A paper quality improver for internal addition, which comprises a polymer emulsion comprising a synthetic cationic polymer (A') having a viscosity of 20 mPa·s (50°C) or more in the form of an aqueous solution (7 wt %) and a nitrogen content of 1.0 wt. or less and polymer particles (B) having a glass transition temperature (TG) of 90°C or less having vinyl monomer-derived structural units.

10. A method of improving paper qualities of a pulp sheet, which comprises bringing the paper quality improver for internal addition according to any one of claims 1 to 9 into contact with pulp.

11. A method of improving paper qualities of a pulp sheet, which comprises adding the paper quality improver for internal addition according to any one of claims 1 to 9 to pulp slurry at the time of papermaking.

12. Use of the paper quality improver for internal addition according to any one of claims 1 to 9 as a stiffness improver.